



Adding Actions

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www.mugeda.com

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Click for Actions



Click an ad unit, or an element in an ad unit,
to take further actions

How to Add Actions

The screenshot shows the software interface with the following components:

- Menu Bar:** File, Edit, Modify, View, Animation, Help, Feedback
- Timeline:** 10, 20, 30, 40, 50, 60, 70, 80, 90, 100
- Stage:** A central workspace containing a text element that says "Click Me" in blue font, enclosed in a dashed rectangular selection box.
- Properties Panel (Bottom):** Shows text properties for "Click Me", including font size (64), font family (Arial), weight (Bold), and alignment (Middle). It also includes a color picker set to blue and a text area containing "Click Me".
- Toolbar (Left):** A vertical toolbar with various icons. The 'A' icon (text tool) is circled in red.

Annotations and instructions:

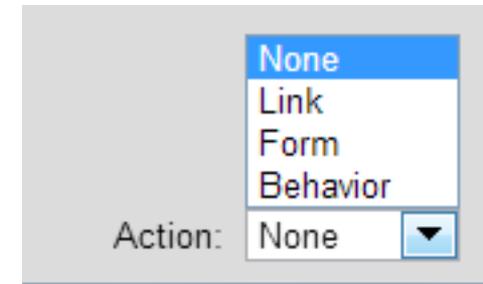
1. Create an element on the stage
2. Select the element (or click the stage to add actions directly to the stage)
3. Choose an action

Action Category

Link: navigate to a URL

Form: fill a form and submit

Behavior: more advanced action options



Link

Action:

1. Choose link

2. Input a URL

3. Pick a link type

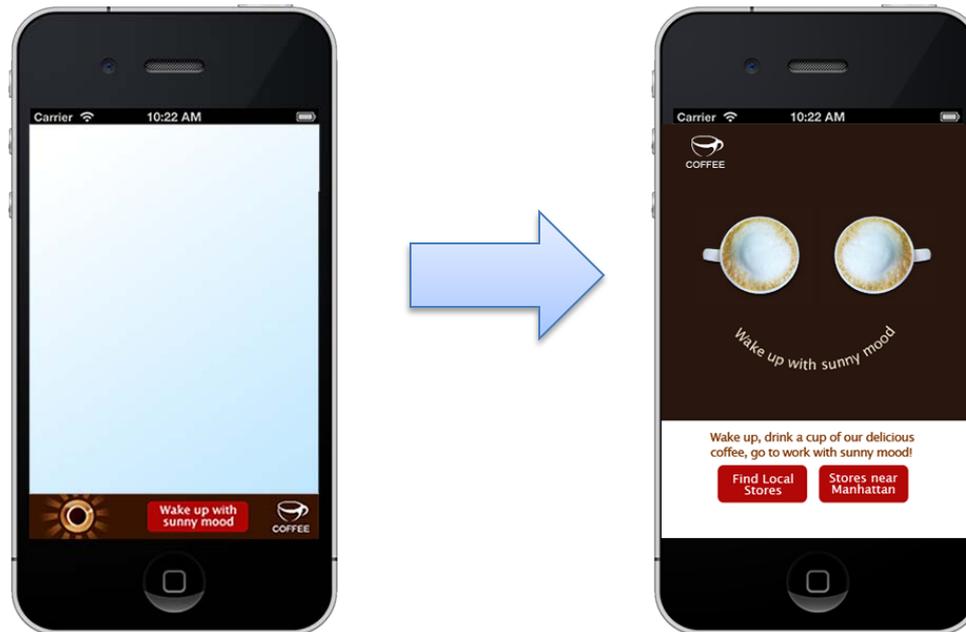
Link Type: External

The link will be opened in a new window/tab in the default browser, usually a standalone browser (e.g. Safari in iPhone).



Link Type: Internal

In an MRAID-compliant container, the link will be opened within the same web window/tab where the creative is, with an expanded display size (e.g., expanded to a full screen view). In a non-MRAID container (e.g., mobile browser), it is the same as external.



Link Type: Expand

In an MRAID-compliant container, the link will be opened in an internal web view, usually a built-in web view provided by an MRAID SDK or container. In a non-MRAID container (e.g., a mobile browser), the link will be opened within the same web window/tab where the creative is.



Behaviors

The image shows a software interface with a button labeled "Click Me" in blue text. A red arrow points from the "Action: Behavior" dropdown menu at the bottom left to the "Edit Behavior" dialog box. The dialog box is titled "Edit Behavior" and has a close button (X) in the top right corner. It contains a tree view on the left and a table on the right. The tree view lists categories: Behavior, Playback Control, Transition, Phone Functions, and Other, with various sub-items like Expand, Resize, Make a Call, Short Message, Send Email, Save Picture, Calendar, Map, Play Video, and Callback. The table on the right has columns for Behavior, Event, Parameter, and Operation, but it is currently empty. At the bottom of the dialog are "Save" and "Cancel" buttons. In the background, there is a "Middle" dropdown menu and the "Action: Behavior" dropdown menu, which is highlighted with a red box.

Middle ▾

Action: Behavior ▾ Edit

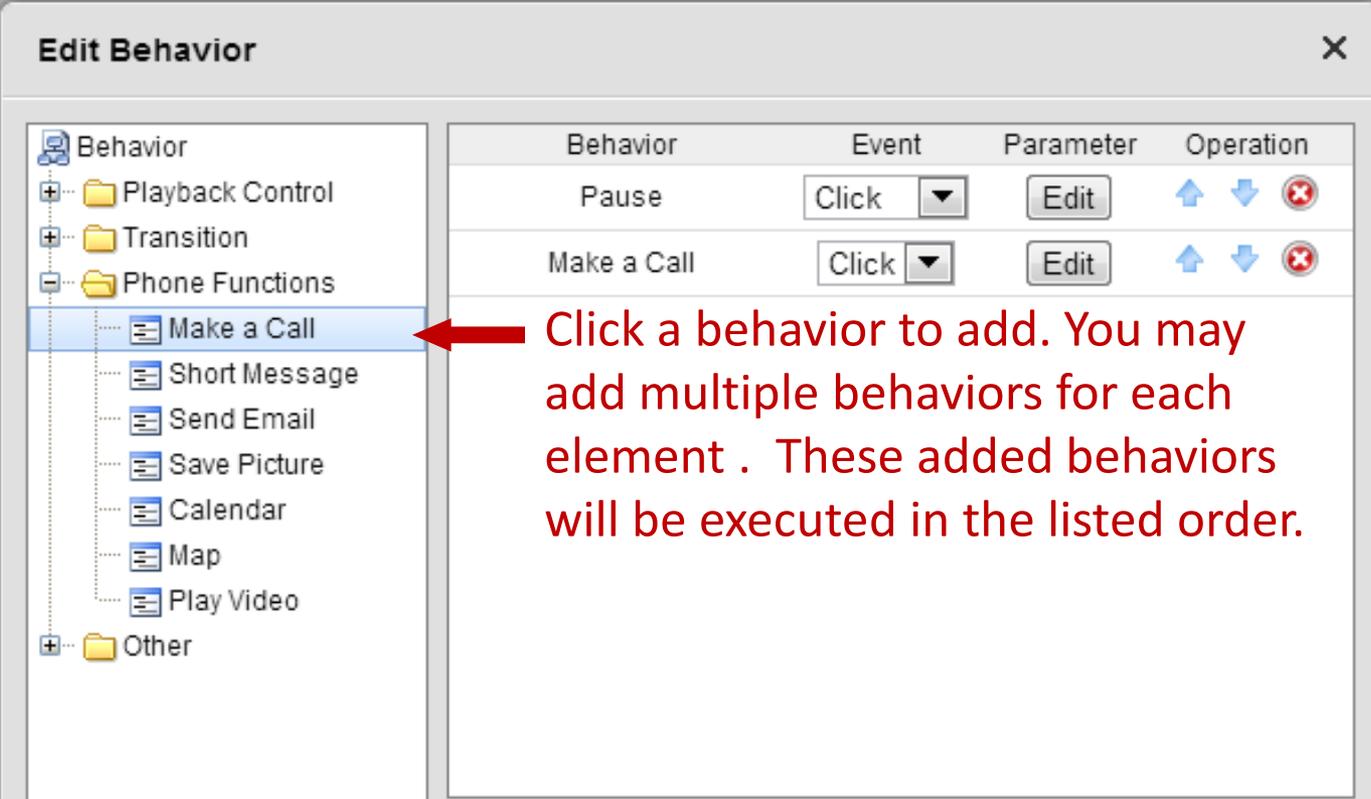
Edit Behavior [X]

- Behavior
 - Playback Control
 - Transition
 - Expand
 - Resize
 - Phone Functions
 - Make a Call
 - Short Message
 - Send Email
 - Save Picture
 - Calendar
 - Map
 - Play Video
 - Other
 - Callback

Behavior	Event	Parameter	Operation
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Save Cancel

How to Add Behaviors



The screenshot shows the 'Edit Behavior' dialog box. On the left is a tree view of behavior categories: Behavior, Playback Control, Transition, Phone Functions, Make a Call, Short Message, Send Email, Save Picture, Calendar, Map, Play Video, and Other. The 'Make a Call' item is selected and highlighted in blue. A red arrow points from this item to the right. On the right is a table with columns: Behavior, Event, Parameter, and Operation. The table contains two rows: 'Pause' and 'Make a Call'. Each row has a 'Click' event, an 'Edit' button, and up/down arrows with a delete icon. At the bottom of the dialog are 'Save' and 'Cancel' buttons.

Behavior	Event	Parameter	Operation
Pause	Click	Edit	↑ ↓ ✕
Make a Call	Click	Edit	↑ ↓ ✕

Click a behavior to add. You may add multiple behaviors for each element . These added behaviors will be executed in the listed order.

Save Cancel

Manage Added Behaviors

The screenshot shows the 'Edit Behavior' dialog box. On the left is a tree view of behavior categories: Behavior, Playback Control, Transition, Phone Functions, Make a Call (selected), Short Message, Send Email, Save Picture, Calendar, Map, Play Video, and Other. On the right is a table with columns: Behavior, Event, Parameter, and Operation. The table contains two rows: 'Pause' and 'Make a Call'. The 'Make a Call' row has 'Click' in the Event column, 'Edit' in the Parameter column, and up/down arrows and a delete icon in the Operation column. Three red arrows point from text labels below to these elements: 'Define triggering event' points to the 'Click' dropdown, 'Edit behavior parameters' points to the 'Edit' button, and 'Organize added behaviors' points to the up/down arrows.

Behavior	Event	Parameter	Operation
Pause	Click	Edit	↑ ↓ ✕
Make a Call	Click	Edit	↑ ↓ ✕

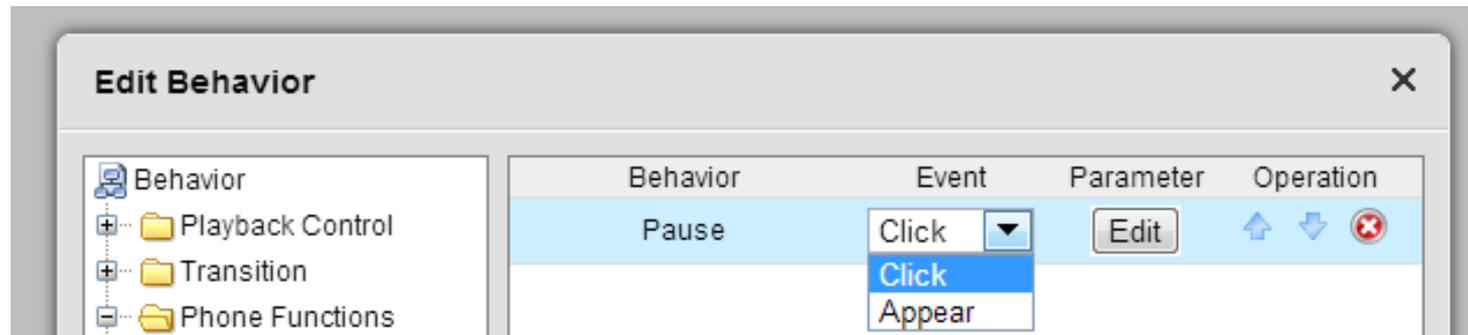
Define triggering event

Edit behavior parameters

Organize added behaviors

Save Cancel

Event Types

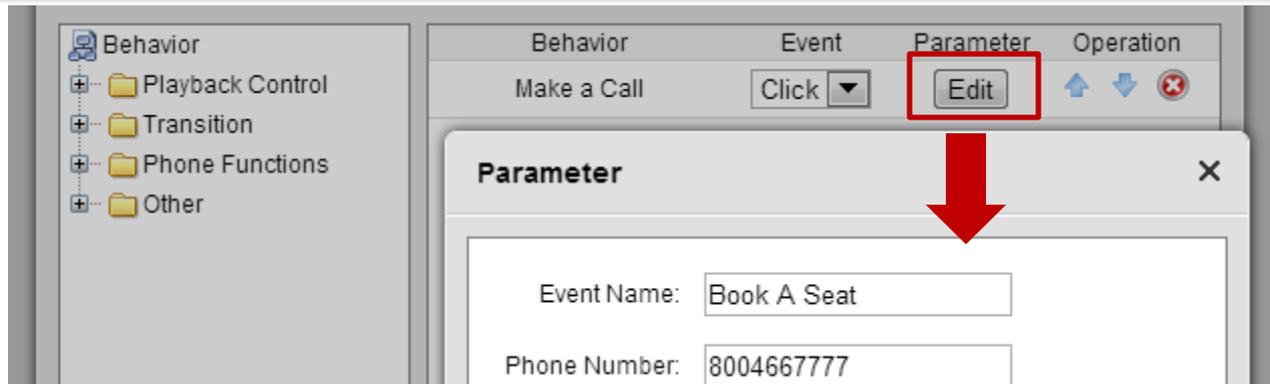


Click: The behavior is triggered when the element is clicked

Appear: The behavior is triggered when the element appears on the stage (even when it is invisible with opacity =0). One good example of using “appear” to trigger a behavior, is to pause an animation playback at certain time by assigning a “pause” behavior to an element.

Note: Some behaviors, like placing a call, can only be triggered by clicking

Behavior Parameters



Each behavior may come with one or more parameters, depending on the nature of the behavior (e.g., a phone number for placing a call).

Each behavior has an optional parameter called “Event Name”, which is used to define some semantic level identifier. Event name is shown in the tracking report and is helpful to evaluate the engagement of an campaign.

Behavior Category

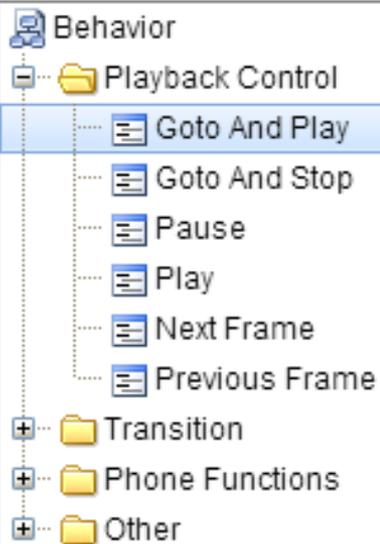
Edit Behavior

- Behavior
 - Playback Control
 - Transition
 - Phone Functions
 - Other

Category	Description
Playback control	Control the playback of animation content
Transition	MRAID-compliant ad unit transition
Phone Functions	Use native phone features like sms
Other	Other advanced behaviors, e.g., callback

Playback Control

Edit Behavior



Behavior	Description
Goto and Play*	Go to certain frame and continue playback
Goto and Stop	Go to certain frame and pause
Pause	Pause the animation at current position
Play	Resume the animation playback
Next Frame	Go to the next frame and pause
Previous Frame	Go to the previous frame and pause

* Please refer to “Mastering IDE” to understand more on frames

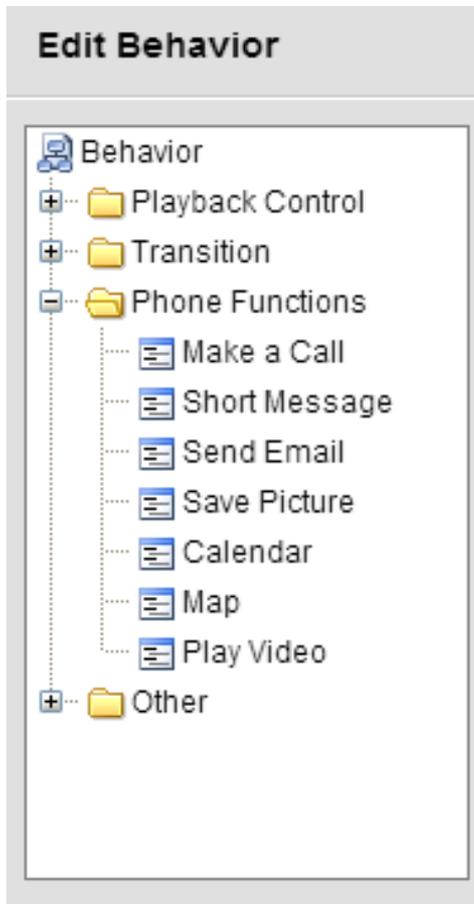
Transition

Edit Behavior

- Behavior
 - Playback Control
 - Transition
 - Expand
 - Resize
 - Phone Functions
 - Other

Behavior	Description
Expand	Expand an ad unit according to MRAID.expand
Resize	Resize an ad unit according to MRAID.resize

Phone Functions



Behavior	Description
Make a call	Place a phone call
Short message*	Send a short message
Send email	Send an email
Save picture*	Store a picture to local gallery
Calendar*	Add a designated calendar event
Map	Open a map for a designated location
Play video	Play either inline or full screen video

* These features need an MRAID-compliant SDK support

Others

Edit Behavior

- Behavior
 - Playback Control
 - Transition
 - Phone Functions
 - Other
 - Callback

Behavior

Description

Callback*

Define a JavaScript-based callback function

* Please refer to “Mugeda API” to understand more on Mugeda’s development environment.

Play Video: Case Study

Edit Behavior

Behavior	Event	Parameter	Operation
Play Video	Click	Edit	

Parameter

Event Name:

Video URL:

Left:

Top:

Width:

Height:

Display controls:

Close button:

Play Video: Set Parameters

Parameter ×

Event Name:

Video URL:

Left:

Top:

Width:

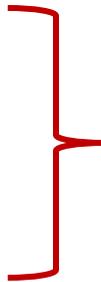
Height:

Display controls: ▼

Close button: ▼

← Assigned a semantic identifier

← Video URL

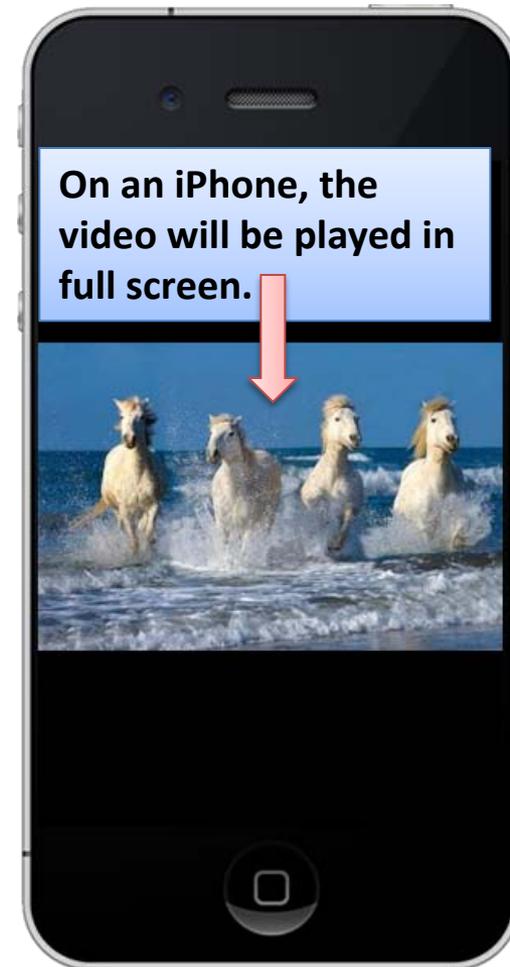
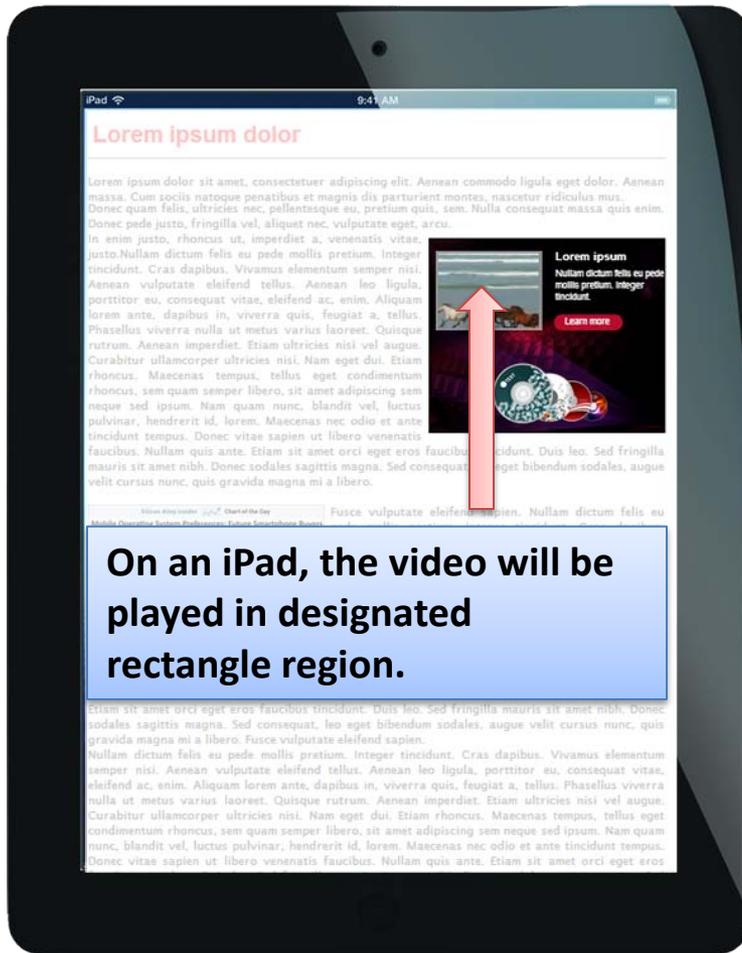


← Location. If inline video is supported (e.g. on an iPad), the video will be played in designated region. If inline video is not supported (e.g., on an iPhone), the video will be played full screen, with location settings ignored.

← Whether to display playback control

← Whether to display close button

Play Video: In Action



Form

The image shows a web design tool interface with a form editor. A button labeled "Click Me" is highlighted on the page. An "Edit Form" dialog box is open, showing the following configuration:

- Form Title: Application
- Submit URL(*): http://www.site.com/accept.php
- Message: Thanks for your submission!
- Background: [Color selection palette]
- Method: POST GET
- Items:

Description	Type	Operation
Name	input	[Pencil] [Up] [Down] [X]
Gender	radio	[Pencil] [Up] [Down] [X]
Email	email	[Pencil] [Up] [Down] [X]

Buttons: Confirm, Cancel

Bottom toolbar: Action: Form [Dropdown] Edit

A red arrow points from the "Action: Form" dropdown in the bottom toolbar to the "Edit Form" dialog box.

What's next

Symbols

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